

ABSTRACT OF THE DISCLOSURE

A document, publication or a portion of a publication containing collateral information (*e.g.* advertisements) is delivered in electronic form, preferably appearing electronically as it appears in traditional printed form.

- 5 Collateral information associated with the document, publication or portion of the publication is dynamically replaced, enabling the user to potentially receive more useful and relevant information and enabling the publisher to potentially generate new revenue from the replaced collateral information.

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